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EP-W-11-011

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(a)	Admin Office:  HPOD  US Environmental Protection Agency Headquarters Procurement Operations Ariel Rios Building 1200 Pennsylvania Avenue, NW Washington DC 20460 Period of Performance: 11/20/2013 to 10/31/2014  Smart Growth Economic Development Toolkit: Kelso, Washington  Providing technical assistance in incorporating smart growth approaches into an economic development plan for Kelso, Washington in accordance with the attached Statement of Work and the contractor's proposal dated September 16, 2013.  Estimated Cost: (b)(4)  Fixed Fee: (b)(4)  Total Cost Plus Fixed Fee: \$70,228.27  Accounting Info: 13-14-B-11W-301MA4-25051311W31075-0 01 BFY: 13 EFY: 14 Fund: B Budget Org: 11W Program (PRC): 301MA4 Budget (BOC): 2505 DCN - Line ID: 1311W31075-001 Funding Flag: Partial Funded: \$70,228.27  The obligated amount of award: \$70,228.27.	QUANTITY ORDERED (c)	STATE OF	PRICE		QUANTITY ACCEPTED (g)

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\$70,228.27

## Statement of Work

Contract Number: EP-W-11-009/EP-W-11-010/EP-W-11-011

RFO Number: 0033

#### I. TITLE

Smart Growth Economic Development Toolkit

### II. PERIOD OF PERFORMANCE

From: Date of award To: October 31, 2014

### III. BACKGROUND

The Cowlitz-Wahkiakum Council of Governments (CWCOG) has been selected to receive technical assistance under EPA's Smart Growth Implementation Assistance Program. The goal of the technical assistance is to develop an economic development toolkit for the city of Kelso, Washington, focused specifically on the South Kelso neighborhood. The toolkit should not only advance economic development, but also focus on infill and redevelopment to achieve better environmental outcomes as well as address health and equity issues in the community.

South Kelso has a well-established residential core bounded by features of citywide and regional significance, including Downtown Kelso to the west; Southwest Washington Regional Airport, Three Rivers Mall, and Talley Way Industrial Area to the southeast; and county/city civic infrastructure within the northern commercial district. The neighborhood of 5,856 people (in 2,264 households) is about half of the City of Kelso's population. It is relatively rich in racial and ethnic diversity (17%) with many Hispanic residents (12.6%). The neighborhood has many young families in a county that is dominated by an aging "boomer" population.

Cowlitz County ranks 33<sup>rd</sup> out of 39 counties in the state of Washington for overall health outcomes. The county fares even worse according to social and economic indicators, including educational attainment, unemployment, child poverty, children in single parent households, inadequate social support, and violent crime. These causes and consequences of these challenges are seen in the South Kelso neighborhood. The residents of South Kelso face challenging living conditions due to widespread poverty and disinvestment —a high concentration of run down, vacant, and boarded up homes, high volumes of rail and truck traffic, industrial pollution, high crime rates, and lack of many services and amenities.

Kelso has taken a number of steps to advance economic development in ways that can support health and social equity concerns. However, these efforts have lacked sufficient coordination. Kelso now needs a set of concrete implementation steps that can help it to reach already identified community goals.

In 2010, the Cowlitz Economic Development Council completed the "Turning Point" strategic plan for economic diversification that identified potential growth sectors for the region, including

specialized manufacturing, advanced logistics and distribution, healthcare, and professional/technical services. The report identified the need to prepare the local workforce for employment in these industries and emphasized the importance of creating quality places that will attract employers and employees.

In July 2012, EPA provided CWCOG technical assistance on using smart growth to produce fiscal and economic health through the Building Blocks for Sustainable Communities Program. Through the workshop and follow up meetings, the region identified the following priorities:

- Pursue solutions to address major infrastructure issues such as transportation and flooding.
- Streamline the permitting process by coordinating development standards.
- Develop a regional approach to workforce training and re-training in order to address the loss of the experienced workforce due to baby boomer retirements and economic diversification.

Toward this end, CWCOG staff assisted the City of Kelso in securing a team of masters-level candidates in urban planning from Portland State University to develop a five-year neighborhood action plan. It will focus on community design that promotes active, healthy lifestyles and supporting existing areas with economic development opportunity. This work will create a stepping stone toward development of a new city comprehensive plan beginning late 2013 or early 2014.

In addition to these efforts, Kelso will benefit from other related local initiatives, including:

- Active Community Environments for All Ages a CWCOG partnership with the Kaiser Permanente Community Fund to integrate health and planning policy that will improve the quality of the built environment and create Active Community Environments for All Ages.
- Healthy Eating Active Living a CWCOG partnership with Oregon Public Health Institute to promote community health within existing planning efforts;
- Community Health Improvement Plan a county-wide strategic plan led by Cowlitz County Public Health Department
- Transportation Systems Plan a "Complete Streets" plan completed and moving towards implementation for the Kelso-Longview Urban Area
- 2014 Longview-Kelso Consolidated Community Development and Housing Plan

In many communities, economic development efforts are disconnected from land use policies and other community goals. The desire to attract businesses or industries often supersedes all other priorities, leading many communities to ignore where new businesses locate, how new facilities and infrastructure are designed, and whether existing residents have the education and skills to benefit from new jobs. Economic development initiatives can even undermine efforts to revitalize traditional commercial corridors and promote active transportation or lead to displacement of community members.

## IV. PURPOSE AND OBJECTIVE

The goals of this technical assistance project are to:

- (1) Help the city of Kelso understand how to incorporate smart growth approaches into an economic development plan for South Kelso so that efforts to increase investment and economic opportunities in the neighborhood support a broad range of community goals. These goals include infill redevelopment that can lead to better environmental outcomes, community design that promotes active transportation and provides recreation opportunities for improved resident health, and improved social equity and quality of life for existing residents.
- (2) Create a resource that both smart growth experts and economic development professionals with no expertise in smart growth would find credible and compelling.

The products of this technical assistance should serve the specific needs of South Kelso while also providing a guide for other communities facing similar challenges.

## V. QUALITY ASSURANCE (QA) REQUIREMENTS

Check [ ] Yes if the following is required or [X] NO if the following is not required. The Contractor shall submit with their technical proposal a written Quality Assurance Project Plan for any project that is developing environmental measurements or a Quality Assurance Supplement to the Quality Management Plan for any project that generates environmental data using models.

TOPO's will provide additional information here, if **Yes** is checked above.

#### VI. TASKS AND DELIVERABLES

Contractor personnel shall at all times identify themselves as Contractor employees and shall not present themselves as EPA employees. Furthermore, they shall not represent the views of the U.S. Government, EPA, or its employees. In addition, the Contractor shall not engage in inherently governmental activities, including but not limited to actual determination of EPA policy and preparation of documents on EPA letterhead.

# **Task 1: Information Needed to Develop a Smart Growth Economic Development Plan** (Under work area II.A.2 – Development and Analysis of Policy Options)

The contractor shall draw on expertise from the fields of traditional economic development, community development, smart growth, and other relevant areas to prepare a document that:

- (1) Describes the place-specific information a community like Kelso needs to develop a smart growth economic development plan. This information shall be presented as a matrix/checklist that identifies:
  - (a) Goals (e.g., to increase employment in existing areas).

- (b) Indicators that could be used to track progress toward goals (e.g., the number of jobs per acre).
- (c) Analyses needed or data sources that the community could use to update indicators over time.
- (d) Targets (e.g., a specific number of jobs per acre the community could aim for).

This portion of the document shall be applicable to any community of Kelso's size and demographic/economic profile, i.e., with little population growth, chronic under-/unemployment, an aging blue-collar population, and budget constraints.

- (2) Implements the matrix/checklist for the South Kelso neighborhood. The contractors shall first review relevant city, county, and regional plans and initiatives, with particular emphasis on:
  - The South Kelso Revitalization Plan.
  - The Southwest Washington Workforce Development Strategic Plans.
  - The Cowlitz Economic Development Council's "Turning Point" (TIPS) Strategic Plan.
  - The River City Transit agency plan

This review is intended to familiarize the consulting team with key priorities of the region and to help determine which analyses or data sources identified in task 1(1)(c) are available and which are missing. These plans and other relevant materials will be posted on the CWCOG web site at http://www.cwcog.org/planning.htm#Plans.

Further information needed to determine which analyses or data sources identified in task 1(1)(c) are available and which are missing shall be identified through phone discussions and email with the Cowlitz-Wahkiakum Council of Governments, the Kelso City Manager or his staff, and the Cowlitz Economic Development Council. EPA will organize a kick-off conference call with these entities at the start of task 1. The contractor shall use its expertise to help the community identify all relevant information.

The contractor shall spend no more than 10 to 15 hours becoming familiar with existing plans and initiatives and identifying other sources of information. The contractor shall review plans and initiatives at a level of detail that enables the contractor to cover them all within this time allotment.

For all missing analyses or data sources that are identified, the contractor shall describe:

(a) The steps Kelso could take to conduct the analyses or acquire the data, or, if the identified data sources are not available for the South Kelso neighborhood, either the steps Kelso could take to acquire the best available alternative data or alternative strategies Kelso could pursue to track progress towards identified goals.

- (b) Who would take the steps, e.g., which agency or office is best positioned to take the steps, how other communities generally acquire such information, and whether outside expertise would be needed and how it could be acquired.
- (c) Strategies Kelso could use to fund this work.

The document shall be 10 to 15 pages. The contractors shall submit a complete first draft of the document to EPA four weeks after the kick-off call with the community. The contractor shall deliver a complete revised second draft of the paper to EPA two weeks after receiving comments on the first draft.

**Task 2: Policy Tools to Develop a Smart Growth Economic Development Plan** (Under work area II.A.2 – Development and Analysis of Policy Options)

The contractor shall draw on expertise from the fields of traditional economic development, community development, smart growth, and other relevant areas to prepare a document that:

- (1) Describes specific, implementable policy tools and actions that a community could use to implement a smart growth economic development plan that meets the purpose and objective of this technical assistance, for example:
  - Approaches (policies, incentives, partnerships, etc.) that encourage infill and redevelopment as opposed to greenfield development without the need for public subsidy.
  - Tools to help private and public sector representatives evaluate and improve the economic, economic, environmental, and social impact of proposed projects, such as "triple bottom line" tools.
  - Alternative zoning approaches that support smart growth principles.
  - Methods to generate investment in residential development, including alternative housing types.
  - Methods to finance maintenance and replacement of aging infrastructure or to economically serve isolated patches of unincorporated properties.
  - Pathways to integrate workforce development and economic diversification at the neighborhood or city level.

Each tool and action should be linked to achieving one of the goals identified in task 1. The tools and actions should be practical and affordable for Kelso to implement given fiscal constraints.

This portion of the document shall be applicable to any community of Kelso's size and demographic/economic profile, i.e., with little population growth, chronic under-/unemployment, an aging blue-collar population, and budget constraints.

- (2) Reviews existing policies in Kelso to conduct an analysis of which of those identified in task 2(1) are in place and which are lacking. For those not in place, the contractor shall identify:
  - The steps Kelso would need to take to implement the policy.
  - Who would take the steps and what authority would be needed, e.g., which agency or
    office is best positioned to take the steps or generally does in other communities and
    whether state, voter, or other approval is needed.

The contractor shall identify existing policies and evaluate which new policies are likely to be most effective in Kelso through email and approximately 3 hours (total) of phone interviews with 3-6 stakeholders from or identified by the Cowlitz-Wahkiakum Council of Governments, the Kelso City Manager or his staff, and the Cowlitz Economic Development Council. The contractor shall use its expertise to help the community identify all relevant policies.

The document shall be 15 to 20 pages. The contractors shall submit a complete first draft of the document to EPA four weeks after submitting the second draft of task 1. The contractor shall deliver a complete revised second draft of the paper to EPA two weeks after receiving comments on the first draft.

**Task 3: Site Visit** (Under work area II.A.2 – Development and Analysis of Policy Options)

The contractor shall work with EPA, the Cowlitz-Wahkiakum Council of Governments, the Kelso City Manager or his staff, and the Cowlitz Economic Development Council to convene a 2.5-day site visit in Kelso, Washington involving meetings with elected officials, city staff, and the public to:

- Present the findings of tasks 1 and 2, including the expected benefits for Kelso of implementing the policy tools identified in task 2(2).
- Solicit feedback on which policy tools could work in Kelso and seek consensus on which tools are worthwhile to pursue in the short term and long term.

The contractors responsibilities for this task include:

- Working with EPA and the technical assistance recipients to set dates, secure meeting rooms, and identify attendees for each meeting that will occur during the site visit.
- Drafting an overall agenda for the site visit and agendas for each meeting that will occur during the site visit.
- Preparing presentations for meetings.
- Taking notes at all meetings.
- Facilitating all meetings.

EPA will have final approval over the agendas and selection of the meeting rooms, attendees, and presenters. The contractor shall submit draft agendas and invitation lists two weeks after submitting the second draft of task 2 or 6 weeks before the scheduled site visit, whichever occurs sooner. The contractors shall submit final agendas and invitation lists one week after receiving comments on the first drafts.

# **Task 4: Complete Smart Growth and Economic Development Toolkit** (Under work area II.A.2 – Development and Analysis of Policy Options)

The contractor shall develop an economic development toolkit that fully integrates smart growth strategies. It shall present a set of actionable steps for the city of Kelso to create greater economic opportunities in the South Kelso neighborhood while improving environmental, human health, and social equity outcomes. The toolkit shall contain:

- The final draft of task 1, including an additional column in the matrix that contains the policy tools and actions identified in task 2 associated with each goal.
- The final draft of task 2(1).
- A final draft of task 2(2), modified based on community input, with a discussion of the ways it was modified based on that input. The new material shall be 3-4 pages.
- Five vignettes of specific challenges faced by Kelso and how the toolkit could help address those challenges. Each shall be accompanied by a publication-quality photo of Kelso. Each vignette shall be approximately one page.
- How climate change is likely to affect Kelso's precipitation, temperature, and severe weather events based on the future scenarios for the period of 2021-2050 in <a href="http://scenarios.globalchange.gov/scenarios/climate">http://scenarios.globalchange.gov/scenarios/climate</a> and how this toolkit could help Kelso address expected challenges. This material shall be one-half to one page.
- Three case studies, each demonstrating how another community has successfully addressed a challenge Kelso faces (e.g., a struggling mall, need to attract manufacturing, poor community health, equity challenges). Each shall be accompanied by a publication-quality photo.
- All other components noted in the Office of Sustainable Communities Report Guidance, e.g., an executive summary, introduction, and next steps section.

The contractors shall submit a complete first draft of the document to EPA three weeks after the conclusion of the site visit. The contractor shall deliver a revised second draft of the document to EPA two weeks after receiving comments on the first draft. EPA comments on the first draft will be limited to the new material not previously commented on. The contractor shall deliver a revised, proofread, and copy-edited third draft of the document to EPA two weeks after receiving comments on the second draft. EPA's review process between drafts two and three takes approximately 8 to 12 weeks. The contractor shall provide all photos and charts used in the document in their native format as separate files, in addition to embedding them in the final document.

The final deliverable shall conform to the Office of Sustainable Communities Style Guide and Report Guidance. The contractor shall include citations using footnotes for all material used in preparing the report, including prior work done by the author. The contractor shall primarily use original language to describe other cited work, including prior work done by the author. Any text

taken verbatim from another source shall appear in quotation marks. All photos, images, and charts used in the document shall be accompanied by OSC's document release form granting EPA permission for use or demonstration that the photo is already licensed for such use.

## VII. SCHEDULE FOR DELIVERABLES

The contractor shall provide the following specific deliverables to the EPA TOPO:

	Deliverable	Date Due
Task 1	Document draft 1	Four weeks after community kick-off call
	Document draft 2	Two weeks after receiving EPA comments on draft 1
Task 2	Document draft 1	Four weeks after submitting draft 2 of task 1
	Document draft 2	Two weeks after receiving EPA comments on draft 1
Task 3	Agendas and invitation lists draft 1	Two weeks after submitting the second draft of task 2, or 6 weeks before the scheduled site visit, whichever occurs sooner
	Agendas and invitation lists draft 2	One week after receiving EPA comments on draft 1
	Site visit	Approximately 8 weeks after submitting the second draft of task 2
Task 4	Document draft 1	Three weeks after completion of the site visit
	Document draft 2	Two weeks after receiving comments on the first draft
	Document draft 3	Two weeks after receiving comments on the second draft

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## Statement of Work

Contract Number: EP-W-11-009/EP-W-11-010/EP-W-11-011

RFO Number: 0033

#### I. TITLE

Smart Growth Economic Development Toolkit

### II. PERIOD OF PERFORMANCE

From: Date of award

To: October 31, 2014 March 18, 2015

### III. BACKGROUND

The Cowlitz-Wahkiakum Council of Governments (CWCOG) has been selected to receive technical assistance under EPA's Smart Growth Implementation Assistance Program. The goal of the technical assistance is to develop an economic development toolkit for the city of Kelso, Washington, focused specifically on the South Kelso neighborhood. The toolkit should not only advance economic development, but also focus on infill and redevelopment to achieve better environmental outcomes as well as address health and equity issues in the community.

South Kelso has a well-established residential core bounded by features of citywide and regional significance, including Downtown Kelso to the west; Southwest Washington Regional Airport, Three Rivers Mall, and Talley Way Industrial Area to the southeast; and county/city civic infrastructure within the northern commercial district. The neighborhood of 5,856 people (in 2,264 households) is about half of the City of Kelso's population. It is relatively rich in racial and ethnic diversity (17%) with many Hispanic residents (12.6%). The neighborhood has many young families in a county that is dominated by an aging "boomer" population.

Cowlitz County ranks 33<sup>rd</sup> out of 39 counties in the state of Washington for overall health outcomes. The county fares even worse according to social and economic indicators, including educational attainment, unemployment, child poverty, children in single parent households, inadequate social support, and violent crime. These causes and consequences of these challenges are seen in the South Kelso neighborhood. The residents of South Kelso face challenging living conditions due to widespread poverty and disinvestment —a high concentration of run down, vacant, and boarded up homes, high volumes of rail and truck traffic, industrial pollution, high crime rates, and lack of many services and amenities.

Kelso has taken a number of steps to advance economic development in ways that can support health and social equity concerns. However, these efforts have lacked sufficient coordination. Kelso now needs a set of concrete implementation steps that can help it to reach already identified community goals.

In 2010, the Cowlitz Economic Development Council completed the "Turning Point" strategic plan for economic diversification that identified potential growth sectors for the region, including

specialized manufacturing, advanced logistics and distribution, healthcare, and professional/technical services. The report identified the need to prepare the local workforce for employment in these industries and emphasized the importance of creating quality places that will attract employers and employees.

In July 2012, EPA provided CWCOG technical assistance on using smart growth to produce fiscal and economic health through the Building Blocks for Sustainable Communities Program. Through the workshop and follow up meetings, the region identified the following priorities:

- Pursue solutions to address major infrastructure issues such as transportation and flooding.
- Streamline the permitting process by coordinating development standards.
- Develop a regional approach to workforce training and re-training in order to address the loss of the experienced workforce due to baby boomer retirements and economic diversification.

Toward this end, CWCOG staff assisted the City of Kelso in securing a team of masters-level candidates in urban planning from Portland State University to develop a five-year neighborhood action plan. It will focus on community design that promotes active, healthy lifestyles and supporting existing areas with economic development opportunity. This work will create a stepping stone toward development of a new city comprehensive plan beginning late 2013 or early 2014.

In addition to these efforts, Kelso will benefit from other related local initiatives, including:

- Active Community Environments for All Ages a CWCOG partnership with the Kaiser Permanente Community Fund to integrate health and planning policy that will improve the quality of the built environment and create Active Community Environments for All Ages.
- Healthy Eating Active Living a CWCOG partnership with Oregon Public Health Institute to promote community health within existing planning efforts;
- Community Health Improvement Plan a county-wide strategic plan led by Cowlitz County Public Health Department
- Transportation Systems Plan a "Complete Streets" plan completed and moving towards implementation for the Kelso-Longview Urban Area
- 2014 Longview-Kelso Consolidated Community Development and Housing Plan

In many communities, economic development efforts are disconnected from land use policies and other community goals. The desire to attract businesses or industries often supersedes all other priorities, leading many communities to ignore where new businesses locate, how new facilities and infrastructure are designed, and whether existing residents have the education and skills to benefit from new jobs. Economic development initiatives can even undermine efforts to revitalize traditional commercial corridors and promote active transportation or lead to displacement of community members.

### IV. PURPOSE AND OBJECTIVE

The goals of this technical assistance project are to:

- (1) Help the city of Kelso understand how to incorporate smart growth approaches into an economic development plan for South Kelso so that efforts to increase investment and economic opportunities in the neighborhood support a broad range of community goals. These goals include infill redevelopment that can lead to better environmental outcomes, community design that promotes active transportation and provides recreation opportunities for improved resident health, and improved social equity and quality of life for existing residents.
- (2) Create a resource that both smart growth experts and economic development professionals with no expertise in smart growth would find credible and compelling.

The products of this technical assistance should serve the specific needs of South Kelso while also providing a guide for other communities facing similar challenges.

## V. QUALITY ASSURANCE (QA) REQUIREMENTS

Check [ ] Yes if the following is required or [X] NO if the following is not required. The Contractor shall submit with their technical proposal a written Quality Assurance Project Plan for any project that is developing environmental measurements or a Quality Assurance Supplement to the Quality Management Plan for any project that generates environmental data using models.

TOPO's will provide additional information here, if **Yes** is checked above.

#### VI. TASKS AND DELIVERABLES

Contractor personnel shall at all times identify themselves as Contractor employees and shall not present themselves as EPA employees. Furthermore, they shall not represent the views of the U.S. Government, EPA, or its employees. In addition, the Contractor shall not engage in inherently governmental activities, including but not limited to actual determination of EPA policy and preparation of documents on EPA letterhead.

# **Task 1: Information Needed to Develop a Smart Growth Economic Development Plan** (Under work area II.A.2 – Development and Analysis of Policy Options)

The contractor shall draw on expertise from the fields of traditional economic development, community development, smart growth, and other relevant areas to prepare a document that:

- (1) Describes the place-specific information a community like Kelso needs to develop a smart growth economic development plan. This information shall be presented as a matrix/checklist that identifies:
  - (a) Goals (e.g., to increase employment in existing areas).

- (b) Indicators that could be used to track progress toward goals (e.g., the number of jobs per acre).
- (c) Analyses needed or data sources that the community could use to update indicators over time.
- (d) Targets (e.g., a specific number of jobs per acre the community could aim for).

This portion of the document shall be applicable to any community of Kelso's size and demographic/economic profile, i.e., with little population growth, chronic under-/unemployment, an aging blue-collar population, and budget constraints.

- (2) Implements the matrix/checklist for the South Kelso neighborhood. The contractors shall first review relevant city, county, and regional plans and initiatives, with particular emphasis on:
  - The South Kelso Revitalization Plan.
  - The Southwest Washington Workforce Development Strategic Plans.
  - The Cowlitz Economic Development Council's "Turning Point" (TIPS) Strategic Plan.
  - The River City Transit agency plan

This review is intended to familiarize the consulting team with key priorities of the region and to help determine which analyses or data sources identified in task 1(1)(c) are available and which are missing. These plans and other relevant materials will be posted on the CWCOG web site at http://www.cwcog.org/planning.htm#Plans.

Further information needed to determine which analyses or data sources identified in task 1(1)(c) are available and which are missing shall be identified through phone discussions and email with the Cowlitz-Wahkiakum Council of Governments, the Kelso City Manager or his staff, and the Cowlitz Economic Development Council. EPA will organize a kick-off conference call with these entities at the start of task 1. The contractor shall use its expertise to help the community identify all relevant information.

The contractor shall spend no more than 10 to 15 hours becoming familiar with existing plans and initiatives and identifying other sources of information. The contractor shall review plans and initiatives at a level of detail that enables the contractor to cover them all within this time allotment.

For all missing analyses or data sources that are identified, the contractor shall describe:

(a) The steps Kelso could take to conduct the analyses or acquire the data, or, if the identified data sources are not available for the South Kelso neighborhood, either the steps Kelso could take to acquire the best available alternative data or alternative strategies Kelso could pursue to track progress towards identified goals.

- (b) Who would take the steps, e.g., which agency or office is best positioned to take the steps, how other communities generally acquire such information, and whether outside expertise would be needed and how it could be acquired.
- (c) Strategies Kelso could use to fund this work.

The document shall be 10 to 15 pages. The contractors shall submit a complete first draft of the document to EPA four weeks after the kick-off call with the community. The contractor shall deliver a complete revised second draft of the paper to EPA two weeks after receiving comments on the first draft.

**Task 2: Policy Tools to Develop a Smart Growth Economic Development Plan** (Under work area II.A.2 – Development and Analysis of Policy Options)

The contractor shall draw on expertise from the fields of traditional economic development, community development, smart growth, and other relevant areas to prepare a document that:

- (1) Describes specific, implementable policy tools and actions that a community could use to implement a smart growth economic development plan that meets the purpose and objective of this technical assistance, for example:
  - Approaches (policies, incentives, partnerships, etc.) that encourage infill and redevelopment as opposed to greenfield development without the need for public subsidy.
  - Tools to help private and public sector representatives evaluate and improve the economic, economic, environmental, and social impact of proposed projects, such as "triple bottom line" tools.
  - Alternative zoning approaches that support smart growth principles.
  - Methods to generate investment in residential development, including alternative housing types.
  - Methods to finance maintenance and replacement of aging infrastructure or to economically serve isolated patches of unincorporated properties.
  - Pathways to integrate workforce development and economic diversification at the neighborhood or city level.

Each tool and action should be linked to achieving one of the goals identified in task 1. The tools and actions should be practical and affordable for Kelso to implement given fiscal constraints.

This portion of the document shall be applicable to any community of Kelso's size and demographic/economic profile, i.e., with little population growth, chronic under-/unemployment, an aging blue-collar population, and budget constraints.

- (2) Reviews existing policies in Kelso to conduct an analysis of which of those identified in task 2(1) are in place and which are lacking. For those not in place, the contractor shall identify:
  - The steps Kelso would need to take to implement the policy.
  - Who would take the steps and what authority would be needed, e.g., which agency or
    office is best positioned to take the steps or generally does in other communities and
    whether state, voter, or other approval is needed.

The contractor shall identify existing policies and evaluate which new policies are likely to be most effective in Kelso through email and approximately 3 hours (total) of phone interviews with 3-6 stakeholders from or identified by the Cowlitz-Wahkiakum Council of Governments, the Kelso City Manager or his staff, and the Cowlitz Economic Development Council. The contractor shall use its expertise to help the community identify all relevant policies.

The document shall be 15 to 20 pages. The contractors shall submit a complete first draft of the document to EPA four six (6) weeks after submitting the second draft of task 1. The contractor shall deliver a complete revised second draft of the paper to EPA two weeks after receiving comments on the first draft.

**Task 3: Site Visit** (Under work area II.A.2 – Development and Analysis of Policy Options)

The contractor shall work with EPA, the Cowlitz-Wahkiakum Council of Governments, the Kelso City Manager or his staff, and the Cowlitz Economic Development Council to convene a 2.5-day site visit in Kelso, Washington involving meetings with elected officials, city staff, and the public to:

- Present the findings of tasks 1 and 2, including the expected benefits for Kelso of implementing the policy tools identified in task 2(2).
- Solicit feedback on which policy tools could work in Kelso and seek consensus on which tools are worthwhile to pursue in the short term and long term.

The contractors responsibilities for this task include:

- Working with EPA and the technical assistance recipients to set dates, secure meeting rooms, and identify attendees for each meeting that will occur during the site visit.
- Drafting an overall agenda for the site visit and agendas for each meeting that will occur during the site visit.
- Preparing presentations for meetings.
- Taking notes at all meetings.
- Facilitating all meetings.

EPA will have final approval over the agendas and selection of the meeting rooms, attendees, and presenters. The contractor shall submit draft agendas and invitation lists two weeks after submitting the second draft of task 2 or 6 weeks before the scheduled site visit, whichever occurs sooner. The contractors shall submit final agendas and invitation lists one week after receiving comments on the first drafts.

# **Task 4: Complete Smart Growth and Economic Development Toolkit** (Under work area II.A.2 – Development and Analysis of Policy Options)

The contractor shall develop an economic development toolkit that fully integrates smart growth strategies. It shall present a set of actionable steps for the city of Kelso to create greater economic opportunities in the South Kelso neighborhood while improving environmental, human health, and social equity outcomes. The toolkit shall contain:

- The final draft of task 1, including an additional column in the matrix that contains the policy tools and actions identified in task 2 associated with each goal.
- The final draft of task 2(1).
- A final draft of task 2(2), modified based on community input, with a discussion of the ways it was modified based on that input. The new material shall be 3-4 pages.
- Five vignettes of specific challenges faced by Kelso and how the toolkit could help address those challenges. Each shall be accompanied by a publication-quality photo of Kelso. Each vignette shall be approximately one page.
- How climate change is likely to affect Kelso's precipitation, temperature, and severe weather events based on the future scenarios for the period of 2021-2050 in <a href="http://scenarios.globalchange.gov/scenarios/climate">http://scenarios.globalchange.gov/scenarios/climate</a> and how this toolkit could help Kelso address expected challenges. This material shall be one-half to one page.
- Three case studies, each demonstrating how another community has successfully addressed a challenge Kelso faces (e.g., a struggling mall, need to attract manufacturing, poor community health, equity challenges). Each shall be accompanied by a publication-quality photo.
- All other components noted in the Office of Sustainable Communities Report Guidance, e.g., an executive summary, introduction, and next steps section.

The contractors shall submit a complete first draft of the document to EPA three weeks after the conclusion of the site visit. The contractor shall deliver a revised second draft of the document to EPA two weeks after receiving comments on the first draft. EPA comments on the first draft will be limited to the new material not previously commented on. The contractor shall deliver a revised, proofread, and copy-edited third draft of the document to EPA two weeks after receiving comments on the second draft. EPA's review process between drafts two and three takes approximately 8 to 12 weeks. The contractor shall provide all photos and charts used in the document in their native format as separate files, in addition to embedding them in the final document.

The final deliverable shall conform to the Office of Sustainable Communities Style Guide and Report Guidance. The contractor shall include citations using footnotes for all material used in preparing the report, including prior work done by the author. The contractor shall primarily use original language to describe other cited work, including prior work done by the author. Any text

taken verbatim from another source shall appear in quotation marks. All photos, images, and charts used in the document shall be accompanied by OSC's document release form granting EPA permission for use or demonstration that the photo is already licensed for such use.

## VII. SCHEDULE FOR DELIVERABLES

The contractor shall provide the following specific deliverables to the EPA TOPO:

	Deliverable	Date Due
Task 1	Document draft 1	Four weeks after community kick-
		off call
	Document draft 2	Two weeks after receiving EPA
		comments on draft 1
Task 2	Document draft 1	Four six (6) weeks after submitting
		draft 2 of task 1
	Document draft 2	Two weeks after receiving EPA
		comments on draft 1
Task 3	Agendas and invitation lists	Two weeks after submitting the
	draft 1	second draft of task 2, or 6 weeks
		before the scheduled site visit,
		whichever occurs sooner
	Agendas and invitation lists	One week after receiving EPA
	draft 2	comments on draft 1
	Site visit	Approximately 8 weeks after
		submitting the second draft of task 2
Task 4	Document draft 1	Three weeks after completion of the
		site visit
	Document draft 2	Two weeks after receiving
		comments on the first draft
	Document draft 3	Two weeks after receiving
		comments on the second draft

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	LIST OF CHANGES:				
	New Invoice Address:				
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	109 TW Alexander Drive				
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	Period Of Performance End Date changed from				
	2015-03-18 to 2015-03-31				
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